



# EXTENDED ABSTRACT



**InViCCAD 2025**  
1<sup>ST</sup> INTERNATIONAL VIRTUAL COMPETITION OF CREATIVE  
ARTS & INNOVATIVE DESIGN IN TEACHING & LEARNING



# Design Innovation Academic Show 2025



Organized by



Fakulti  
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Cawangan Kedah



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Collaboration with



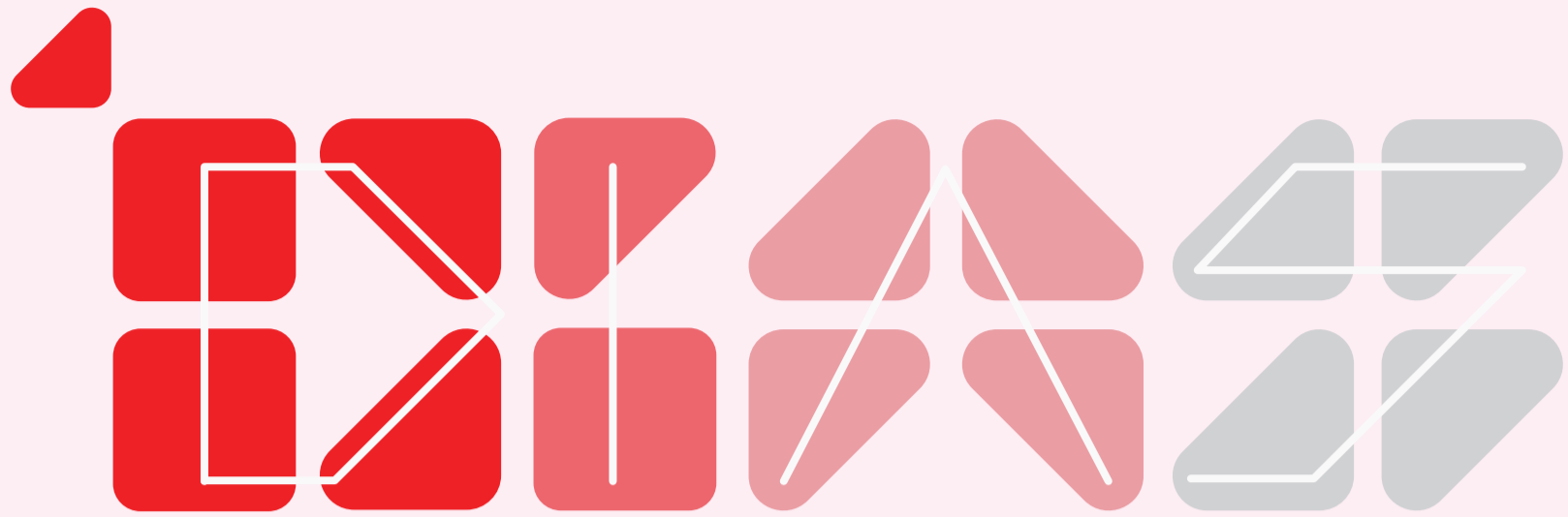
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#ADpilihanpertama



**EXTENDED  
ABSTRACT**

**Design  
Innovation  
Academic  
Show 2025**





DIAS 2025 (Design Innovation Academic Show) is all about "Transcending the Boundaries of Creativity: Innovation in Art & Design for 21st Century Education." This vibrant program shines a spotlight on how creativity and innovation are reshaping modern education.

It consists of three key components. First up is the Mindareka Design Show, an exhibition that showcases students' final year projects and creative designs, giving them a chance to connect with industry professionals and the wider community. Next, we have the Northern Innovation Academic Tour (NIAT), which takes participants on an academic adventure to select institutions and innovation centers in the northern region, aimed at promoting knowledge sharing and building strong academic and professional networks.

Finally, there's the 1st International Virtual Competition of Creative Arts & Innovative Design in Teaching & Learning (InViCCAID), a global competition that recognizes outstanding practices in teaching and learning by blending art, technology, and innovative design. But DIAS 2025 is more than just a talent showcase; it's a powerful platform for empowering both students and educators, while also strengthening collaborations between universities, creative industries, and global communities. With its inclusive and interdisciplinary approach, this initiative strives to spark relevant, competitive, and impactful ideas and innovations that truly benefit society and push the future of education forward.



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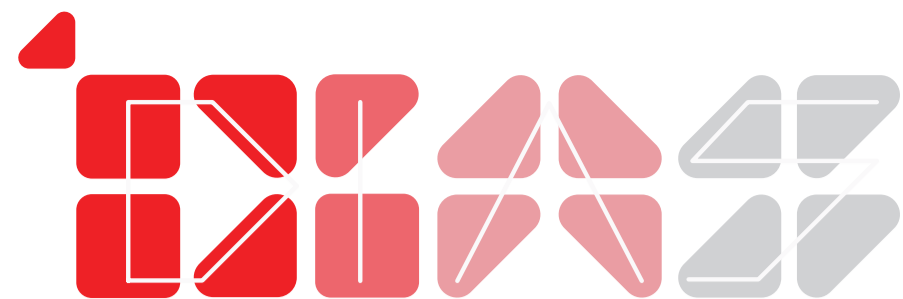
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**D**esign  
*Innovation*  
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**Prof. Dr. Roshima Haji Said**  
Acting Rector  
UiTM Kedah Branch

# Rector's Message

I am delighted to extend my heartfelt congratulations to the College of Creative Arts, UiTM Kedah Branch, for bringing MINDAREKA 2024 - Unleashing Your Visual Creativity to fruition. The triumphs of past MINDAREKA editions undoubtedly fueled the organization of this year's event, making MINDAREKA 2024 a reality.

MINDAREKA 2024 - Unleashing Your Visual Creativity stands as a testament to the dedication of students at the College of Creative Arts, UiTM Kedah Branch, providing them with a platform to showcase their final art projects. Beyond serving as a space for the exploration of fresh, innovative, and entrepreneurial concepts, this exhibition is poised to connect aspiring talents with potential clients and employers.

I extend my sincere gratitude to all participants whose enthusiasm and support have contributed to the success of MINDAREKA 2024 - Unleashing Your Visual Creativity. Their unwavering belief and commitment have truly brought this event to life, marking it as a resounding triumph!





# Head of Faculty Message

It is an honour to introduce DIAS 2025 – Design Innovation Academic Show, held under the theme “Transcending the Boundaries of Creativity: Innovation in Art & Design for 21st-Century Education.” This significant event reflects the faculty’s ongoing commitment to fostering a culture of innovation, critical thinking, and creative exploration among our students and academic community. As we navigate the complexities of the 21st century, it becomes increasingly clear that education must go beyond traditional boundaries to embrace multidisciplinary approaches that are both relevant and future-forward.

The three core components of DIAS 2025, Mindareka Design Show, Northern Innovation Academic Tour (NIAT), and the 1st International Virtual Competition of Creative Arts & Innovative Design in Teaching & Learning (InViCCAID) which is serve as vital platforms to highlight the convergence of design, technology, and pedagogy. These initiatives not only empower our students to showcase their talents and ideas, but also create opportunities for engagement with industry leaders, academic peers, and global collaborators. The Mindareka Design Show celebrates student creativity and innovation through compelling final year projects. NIAT fosters knowledge sharing and institutional partnerships through academic visits and exchanges, while InViCCAID offers international recognition for excellence in integrating art and design into teaching and learning.

I would like to express my deepest appreciation to the organising committee, faculty members, students, and strategic partners who have worked tirelessly to bring this programme to life. Your dedication and collaborative spirit have made DIAS 2025 a reality and a reflection of our shared vision for transformative education. It is my hope that this platform will continue to inspire meaningful dialogue, cultivate groundbreaking ideas, and spark a new wave of innovation that enriches both education and society.



**Mohamat Najib Mat Noor**  
Head of Faculty  
Faculty of Arts & Design  
UiTM Kedah Branch





**Graphic Design  
& Digital Media**





## TROPILOCA | JUICE UP! TROPICAL WAY

<sup>1</sup>Nur Atikah Binti Johari, <sup>2</sup>Nizar Bin Nazrin, <sup>3</sup>Shafilla Binti Subri,  
<sup>4</sup>Qatrunnisa Binti Shariff, <sup>5</sup> Nazirul Mubin Bin Awang Besar

Department of Graphic Design and Digital Media  
Faculty of Arts and Design  
Universiti Teknologi MARA (UiTM)

nuratikahjohari9@gmail.com

### ABSTRACT

Tropiloca is a lively celebration of Malaysia's tropical treasures, showcasing a delightful array of local drinks that truly reflect the country's rich agricultural heritage. With the vibrant tagline Juice Up! Tropical Way, Tropiloca invites consumers on a flavourful journey through three unique Malaysian beverages: Nira, Dragon Fruit Juice, and Keladi Juice. Nira, derived from the sap of local palm trees, is cherished for its natural sweetness and refreshing quality, making it a traditional favourite that continues to stand the test of time. Dragon Fruit Juice, made from the vivid pink flesh of dragon fruit, offers a cooling and mildly sweet taste, packed with antioxidants and essential nutrients. Keladi Juice, crafted from the native taro root, presents a creamy texture and earthy flavour that distinguishes it from other tropical offerings. Tropiloca is more than just a range of delicious beverages. It stands as a brand committed to supporting Malaysian farmers through eco-conscious sourcing and sustainable practices. Each drink reflects a deep respect for local culture and ingredients, capturing the essence of Malaysian living in every sip. From the vibrant hues to the authentic flavours, the brand is an invitation to enjoy wellness, community, and tropical freshness. Whether enjoyed chilled under the sun or shared among friends, Tropiloca brings the spirit of Malaysia straight to your glass. With Juice Up! Tropical Way, it inspires a lifestyle that is refreshing, wholesome, and full of tropical adventure.

**Keywords:** Malaysian, tropical, juice, authentic, local



## INTRODUCTION

The Tropiloca graphic design project is all about crafting a captivating visual identity and marketing materials for a one-of-a-kind Malaysian tropical juice brand. Tropiloca features three authentic local drinks like Nira, Dragon Fruit, and Keladi Juice, each showcasing the vibrant flavours and cultural richness of Malaysia's tropical fruits. The goal of this project is to create a cohesive and lively design system that clearly conveys the brand's main message, "Juice Up! Tropical Way." In this assignment, we're focusing on creating eye-catching graphic elements that showcase Tropiloca's natural ingredients and local roots, all while appealing to today's consumers who are on the lookout for refreshing and healthy drink choices. The design will feature a vibrant colour palette inspired by tropical fruits, modular typography to ensure brand consistency, and visually striking packaging and promotional materials that really stand out in a crowded market. By weaving together elements like visual hierarchy, colour psychology, and cultural symbolism, this project aims to create a powerful brand presence that truly connects with both local and global audiences. The graphic design will also enhance marketing efforts across digital and print channels, making sure that Tropiloca's identity is not only memorable but also adaptable across various platforms. This project really shows how thoughtful graphic design can enhance a product's appeal, create an emotional connection with consumers, and highlight Tropiloca's dedication to celebrating Malaysia's tropical heritage through its authentic and delicious beverages.

## DESIGN AND DEVELOPMENT TROIPOCA

The design and development of Tropiloca's packaging, product labels, merchandise, advertisements, and sales & marketing tools (SMT) are all about crafting a lively and genuine Malaysian tropical brand identity that resonates with today's consumers. The packaging and label designs showcase bright, natural colours inspired by the tropical fruits like Nira, Dragon Fruit, and Keladi. They blend clean typography with illustrative elements that bring a sense of freshness and local heritage. Plus, the labels are thoughtfully designed for clear visibility on shelves, striking a balance between modern style and cultural authenticity to foster trust and recognition. When it comes to merchandise like keychains, button badges, tote bags, umbrellas, and mugs, the design features delightful cartoon characters from the brand's advertising

series. These characters showcase relatable everyday moments, whether it's adventurers, students, or scenes from village life. By doing this, they create a stronger emotional connection and enhance the brand's storytelling, turning the merchandise into appealing collectibles that help Tropiloca reach beyond just its beverages. The advertising campaign brings to life these characters and tropical themes through lively visuals and animations, both online and offline. It really emphasizes the natural ingredients and refreshing taste of Tropiloca juices. With bright colours and fun storytelling, the ads aim to grab attention and leave a lasting impression of the brand. Finally, the SMT materials, like brochures, social media graphics, and point-of-sale displays, create a cohesive visual style and engaging stories that boost brand recognition and sales. This unified design strategy helps Tropiloca shine in the competitive Malaysian beverage scene by blending cultural authenticity with fresh, captivating design elements.



Figure 1.1 Logo design

## **TROILOCA: A PRINT DESIGN PROJECT**

The Tropiloca print design project is all about creating a vibrant and culturally rich visual identity for a Malaysian tropical juice brand. It focuses on using bright colors, local stories, and clear messaging across all print materials. This project involves designing everything from packaging and product labels to posters, flyers, and point-of-sale displays, all showcasing the three signature flavors, Yam (Keladi), Nira, and Dragon Fruit. Each flavor will have its own unique color palette and patterns inspired by the natural ingredients, making them stand out beautifully. At the heart of the design is the consistent use of the Tropiloca logo along with the catchy tagline "Juice Up! Tropical Way!" This combination really helps to strengthen the brand's identity and messaging across all print materials.

Adding in silhouetted cartoon characters that represent everyday Malaysian life, like village scenes for Yam, playful adventures for Nira, and student experiences for Dragon Fruit to brings a narrative richness and relatability to the brand, making it feel friendly and unforgettable. These characters act as visual touchpoints, linking each flavor to a piece of Malaysian culture, which resonates with a wide audience and builds emotional connections.

Tropical themes, like palm trees and local plants, are woven into the design to showcase the brand's natural roots and authenticity. The layout strikes a fun balance between playful typography and clear product details, making sure it's both eye-catching and easy to understand. This unified print design approach carries over to merchandise, point-of-sale displays, and promotional materials, helping to establish a strong and consistent brand identity in the market. The result is a visually captivating and culturally relevant print campaign that sets Tropiloca apart as a top choice among Malaysian tropical beverages.





Figure 1.2 Overall items print design for Tropiloca

### TROPILOCA: A DIGITAL DESIGN PROJECT

The Tropiloca digital design project embraces a fresh and cohesive approach across four primary platforms: exhibit design, television commercials, logo animations, and website development. The exhibit design focuses on simplicity and visual clarity, featuring a sleek and minimalistic booth that highlights the Tropiloca logo and the vibrant tagline Juice Up! Tropical Way! With soft tropical colour accents and clean graphics, the booth creates an inviting space that allows the product to stand out naturally. The television commercial uses lively two-dimensional animation, bringing in playful cartoon characters that reflect everyday Malaysian life. It effectively captures the freshness and authenticity of Tropiloca juices while reinforcing the brand's cheerful personality. The animated logo adds an element of charm, using smooth and vibrant motion graphics inspired by tropical energy to give the brand a dynamic and memorable identity across digital platforms. The website design maintains a clean and user-friendly layout, infused with tropical hues and gentle transitions. It provides

detailed product information, shares engaging brand stories, and includes an integrated e-commerce feature that functions seamlessly across desktop and mobile devices. Together, these digital components form a consistent and compelling brand experience. Tropiloca not only strengthens its identity as a tropical beverage brand but also forges a deeper connection with a diverse Malaysian audience, positioning itself confidently within the competitive market.



Figure 1.3 Exhibit Design

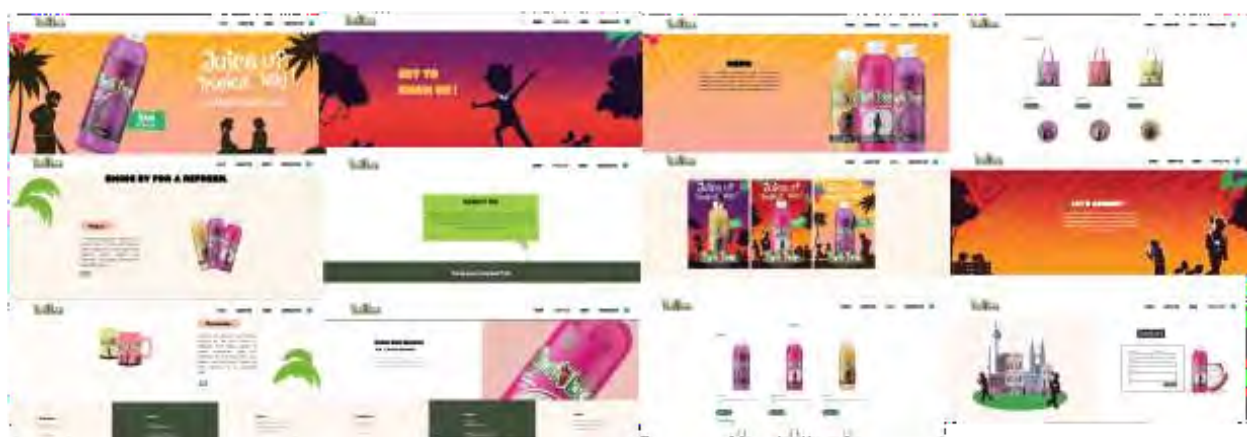


Figure 1.4 Official Website



## **FINDINGS AND RESULTS OF THE TROPILOCA PROJECT**

The insights and outcomes from the Tropiloca project clearly demonstrate that a well-rounded and culturally authentic design approach can significantly strengthen a brand's identity and market presence. By consistently applying visual elements such as vibrant colour palettes, clean typography, and culturally inspired graphics across packaging, print materials, digital platforms, and exhibit presentations, the project effectively communicated Tropiloca's core values rooted in natural ingredients and the rich heritage of the Malaysian tropics. The exhibit space was thoughtfully designed to offer a warm and welcoming environment that allowed the product to take centre stage without overwhelming visitors. This minimal yet inviting setup enhanced brand clarity and fostered a stronger emotional connection with the audience. Meanwhile, the animated television commercial and logo animation played a vital role in enhancing brand recall and emotional resonance, using charming cartoon characters and familiar local settings to tell relatable stories. The website further supported the brand with a clean interface that provided easy access to product information, engaging brand narratives, and an integrated online shopping experience optimised for both desktop and mobile use. Collectively, these design strategies highlighted the power of cohesive visual storytelling and digital innovation in shaping brand equity. The Tropiloca project illustrates how intentional design can deepen consumer awareness, build emotional connections, and help a homegrown tropical beverage stand out in a crowded marketplace.

## **CONCLUSION AND RECOMMENDATION**

The Tropiloca project has taken an inspiring journey in building a strong and unified brand identity by seamlessly blending culturally relevant design elements across multiple platforms. From packaging and print to digital media and exhibition design, each touchpoint has been carefully crafted to reflect the essence of Malaysian tropical heritage. Through the consistent use of vibrant colours, clean typography, and relatable storytelling, the brand successfully communicated its core values of natural ingredients and authenticity. The simplified exhibition setup offered a warm and welcoming environment, allowing the product to stand out in a visually appealing space. Meanwhile, the lively television commercial, animated logo, and user-friendly website worked together to enhance brand recognition, deepen consumer engagement, and



strengthen Tropiloca's position in a competitive market. These efforts clearly highlight the importance of a cohesive and thoughtful design approach in building lasting brand equity and creating meaningful connections with audiences. To further elevate Tropiloca's market presence, expanding digital marketing strategies would be a valuable next step. Engaging social media campaigns and collaborations with influencers could bring the brand's animated characters and storytelling to life in exciting new ways. Exploring sustainable packaging alternatives would also resonate well with environmentally conscious consumers and reinforce the brand's commitment to responsible practices. For future exhibitions, incorporating simple interactive features such as product sampling or tactile displays could enhance visitor experience without complicating the design. Continuing to keep the website updated and optimised will also ensure that customers remain engaged and that e-commerce performance continues to grow. Ultimately, the Tropiloca project stands as a vibrant example of how culturally rooted design and modern branding strategies can come together to create a memorable and market-ready tropical beverage brand.

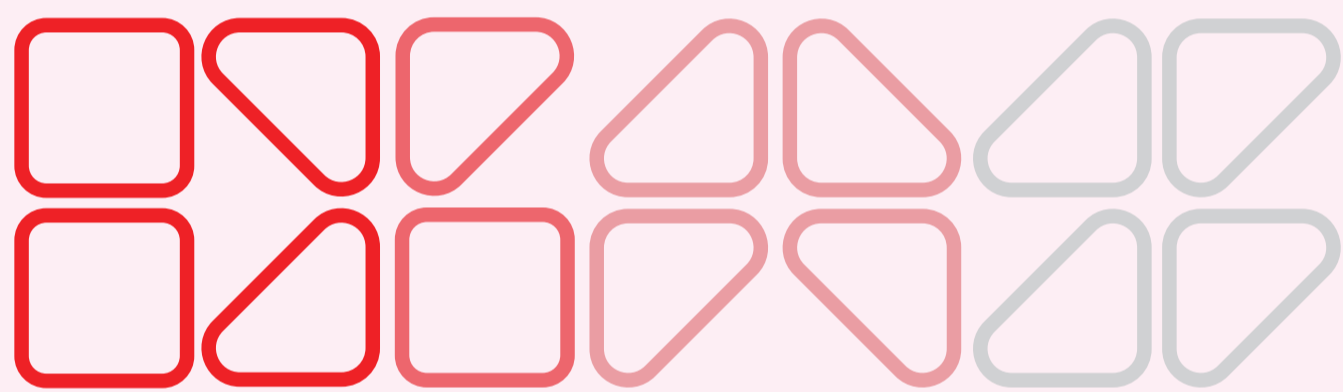
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# DMS



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